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News Summary

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The curator of Chinese paintings at the Freer Gallery of Art is everything from conservator to calligrapher. Story on Page 3.

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DEBATE OVER COSTS HEATS UP

Tuition Hikes Since 1970 Have Averaged Slightly More than Inflation, Study Finds

By JEAN EVANGELAUF

WASHINGTON

College tuition fees have risen markedly faster than consumer prices since 1980, but over a 16-year period—from 1970 through 1986—they rose at an average annual rate of only 1 percentage point above that of inflation, according to a study issued last week by the American Council on Education.

The study was the latest round in an increasingly sharp debate over why college costs are skyrocketing. It was released as many colleges were announcing price increases for next fall that far exceed the rate of inflation.

Harsh Words for Critic

In issuing the report, Robert H. Atwell, president of the council, had harsh words for the chief critic of the recent increases in costs, Education Secretary William J. Bennett.

Mr. Bennett has said repeatedly that colleges are raising tuition because they know their students can obtain federal assistance

Average Yearly Increases in Tuition

	1970-71 to 1980-81	1980-81 to 1985-87	1970-71 to 1985-87
All institutions*	6.0%	9.8%	7.8%
All public institutions*	6.1%	9.8%	7.5%
Universities	6.7%	9.9%	7.9%
4-year	8.1%	10.0%	8.8%
2-year	7.5%	9.5%	8.2%
All private institutions*	7.6%	9.9%	8.4%
Universities	8.0%	11.0%	9.1%
4-year	7.8%	9.8%	8.5%
2-year	8.1%	8.3%	8.2%
Consumer Price Index	7.8%	4.9%	6.7%
Disposable personal income per capita	8.2%	6.5%	8.2%

* Weighted by enrollment.

SOURCE: TERRY W. HARTLE, ARTHUR HAUPTMAN

to cushion the increase. The way to halt the price spiral, he reasons, is to cut federal spending on students.

"The evidence suggests that the Secretary is dead wrong," Mr. Atwell told reporters at a press conference last week. In the 1970's, federal aid rose more rapidly than costs, he said, while during the

1980's, college costs rose faster than aid.

Secretary Bennett has a right to speak about costs, Mr. Atwell said, "but because it is not a simple matter to understand, I would have expected the Secretary—who, to my knowledge, is not a student of higher-education finance nor has he ever been responsible for setting college tuitions—to have arranged for some careful analysis before speaking and writing on the topic.

'Unsubstantiated Assertions'

"If his statements are based on analysis, we have not seen that analysis. What we have heard and read are unsubstantiated assertions, misrepresentation of what has happened in federal student aid, and the complete omission of any reference to what would have happened to students and institutions had the policies of this Administration been adopted.

"If it is defensive to respond to this approach by setting the record straight, then

Continued on Page 30, Column 1

NCAA Bars Football at Southern Methodist for Year; Penalties Are the Toughest Ever

By DOUGLAS LEDERMAN

DALLAS

The National Collegiate Athletic Association last week barred Southern Methodist University from playing football next season and restricted its schedule for the season after that.

The penalties, the harshest in college

The report on sports rules violations by Southern Methodist begins on Page 33.

football history, came as punishment for S.M.U.'s seventh rules violation since 1958. University and N.C.A.A. investigators discovered that S.M.U. athletic offi-

cials, using money contributed by one unnamed booster, had paid players a total of \$61,000 since the team was last put on probation in August 1985.

In this first test of its newly adopted sanctions for repeat violators, the N.C.A.A.'s Committee on Infractions showed short of imposing the full force of the so-called "death penalty," which could ban a program for two years at an institution found guilty of major violations twice within five years.

But the punishment against Southern Methodist, which also put severe limitations on recruiting, size of coaching staff, and scholarships as part of a probation

Continued on Page 36, Column 1



DETAIL FROM MODIGLIANI'S "LA FEMME DE L'ARTISTE" (MORTON SIMON ART FOUNDATION)

UCLA: \$750-Million in Art

Norton Simon has agreed in principle to give his \$750-million art collection to the University of California at Los Angeles. See story on Page 24.

With Fried Catfish and Black-Eyed Peas, a Texas College Woos Legislators

By SCOTT JASCHIK

PRAIRIE VIEW, TEX.

The hard economic times facing this state have prompted a whole new style of politicking.

It used to be that colleges and universities waged aggressive lobbying campaigns every time state legislators proposed cutting the budget for higher education.

Things are so bad now—the next biennial state budget may be more than \$1-billion less than the current one—that some colleges have begun employing slick lobbying tactics long before anybody even makes the slightest mention of a budget cut or the merger of several institutions. And some colleges without the political clout of the

state's flagship institutions are no longer willing to take a back seat in the lobbying process.

A quintessential example of the new approach was a recent campus tour for legis-

President Reagan agrees to have his budget chief meet with the presidents of black colleges. See story on Page 21.

lators conducted by Prairie View A&M University.

Everything that could be used to the university's political advantage was put on display. The day began with a two-hour bus ride from Austin during which two stu-

dents in military uniforms described their backgrounds and told the lawmakers, "We're native Texans, and proud."

On the way to the campus, a stop was arranged for a feast of such Southern delicacies as fried catfish and black-eyed peas. Police cars escorted the buses on the final leg to the campus, and television news cameras were on hand to mark the arrival of more than 40 legislators.

University administrators say the attention to detail was essential. Until only a few years ago, Prairie View, a historically black institution, had been largely ignored by the state. But through some shrewd political maneuvering, it has managed to ob-

Continued on Page 20, Column 1

Tuition Study Refuels Debate over Rising Costs

Continued from Page 1

those of us who have been respondents are indeed defensive," he said. "I prefer to say we are a truth squad."

In response to the report, Mr. Bennett issued this statement: "A.C.E.'s report confirms what we've been saying—that college costs have gone up at twice the rate of inflation in the 1980's. Having acknowledged this fact, A.C.E. pleads that the causes are shrouded in mystery and offers no leadership at all in dealing with the problem. Instead of kicking the federal government and thereby kicking the American taxpayers, why doesn't Mr. Atwell call on his member institutions to keep costs down?"

Bruce M. Carnes, Deputy Under Secretary of Education, said the department was attacking the cost issue on several fronts. One effort, he said, is its proposal to eliminate government subsidies on student loans. "The student-aid programs have the fundamental, classic faults of all subsidy programs, be they agricultural or whatever," he said. "They have the effect of keeping prices up, not down."

'A Vein of Resentment'

Mr. Bennett will continue speaking out on the topic, according to Mr. Carnes. "It's clear he has tapped a vein of popular resentment and concern here, and given voice to what the general populace is alarmed about."

The department may also publish information on cost control to stimu-

late better financial management, said Mr. Carnes, who added that one cost-cutting idea that colleges might think about is sharing library resources with neighboring institutions.

Mr. Carnes said the department had not pursued a proposal it made last fall that would have imposed limits on aid to students who attend institutions where costs have increased more than the rate of inflation.

The news about college costs is both bad and good, according to the

"There are so many holes in their argument it could have been made in Switzerland."

A.C.E. report, which was written by Terry W. Hartle, a fellow at the American Enterprise Institute, and Arthur Hauptman, an education consultant. The A.C.E. said the views in the study were those of its authors and not necessarily those of the council.

The bad news: Following a decade of relatively slow growth, tuition shot up during the 1980's. This academic year, tuition averages \$6,150 at private institutions and \$1,100 at public ones, according to government estimates. In the last six years, college costs have risen about twice

as fast as the Consumer Price Index, outpacing increases for major consumer goods such as new cars, new houses, and food.

The good news: Over the long run, tuition fees are not so far out of line with other prices. From 1970 to 1986, tuition (at all institutions combined) increased 232 per cent—faster than increases in food and new cars, but slower than costs for new houses, medical care, and energy. Over the 16-year period, annual tuition increases averaged about 1 percentage point above inflation.

"Ultimately," Mr. Hartle said at the A.C.E. press conference, "the issue is whether tuition increases in the 1980's are an aberration in the historical record or the start of a new pattern."

He said the simple answer to the question of why costs had increased so rapidly was, "Nobody knows." Among the possible reasons, he added, is the desire to restore the purchasing power of faculty members and to spend more institutional money on student aid.

At the nation's most selective institutions, supply and demand may also be a factor in costs, according to Mr. Hartle, who said that, over the last 10 years, costs at highly selective institutions had risen about 11.6 per cent annually, compared with an average of 10 per cent at those that are less selective.

Bennett's Theory Challenged

"Some elite schools have discovered that they can increase tuition with no appreciable effect on the number or quality of their applicants," he said. "As a result, they have less incentive to hold down their prices."

While saying the practice wasn't widespread, Mr. Hartle said some colleges had raised their prices sharply in the belief that the public associates high prices with high quality.

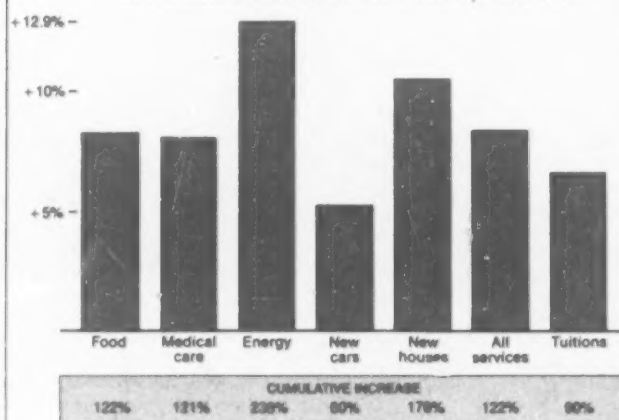
Mr. Hartle offered two reasons for rejecting Mr. Bennett's theory that federal aid played a large role in cost increases: "Student aid pays for one-third or less of the total price of college attendance," he said. "So federal student aid could only be counted on to relieve a small part of tuition increases." In addition, he said, past experience shows that aid and tuition have increased at different rates. During the 1970's, federal aid more than tripled and tuition lagged behind. In the 1980's, aid increased by about 20 per cent, while tuition rose 75 per cent, he said.

More Research Planned

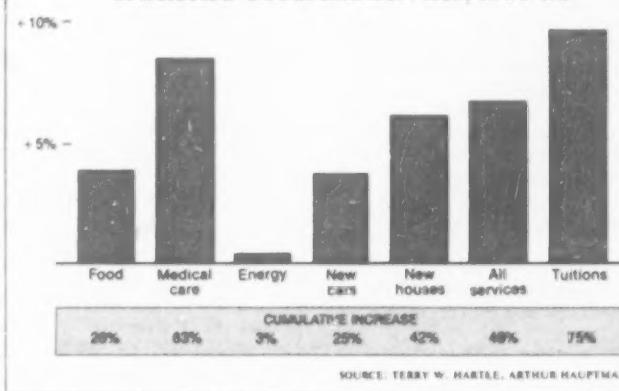
Much of the revenue generated by tuition increases has been spent by colleges and universities on student aid, said Mr. Atwell, who noted that from 1980 to 1985, such aid had gone up from \$3-billion to \$5-billion a year. Private colleges, which enroll about 20 per cent of the nation's college students, account for half of that spending, increasing their own assistance, he said, "to maintain a diverse student body."

Determining whether college is more or less affordable than it used to be depends on the measurements of income used, according to the report. Comparing costs to disposable personal income per capita shows the ability to pay for college is about the same as it was in 1970, while using median family income as the yardstick shows the ability to pay has dropped considerably. Mr. Hartle said he preferred the personal-in-

Average Annual Change in Prices of Selected Goods and Services, 1970-80



Average Annual Change in Prices of Selected Goods and Services, 1980-86



SOURCE: TERRY W. HARTLE, ARTHUR HAUPTMAN

come measure because it more accurately reflects changes in the standard of living.

Mr. Atwell said the council intended to sponsor additional research in the area of college costs.

Mr. Carnes of the Education Department said of the council's report, "There are so many holes in their argument it could have been made in Switzerland." He said that in looking at federal aid increases in the 1970's, the study had improperly included federal spending on non-need-based

aid, specifically, veterans' and Social Security benefits.

In response, Mr. Hauptman said that even excluding those two special programs, federal spending far outpaced tuition in the 1970's.

The American Council on Education is not the only association attempting to defuse concern over tuition increases.

At its annual meeting here last month, the National Association of Independent Colleges and Universities armed its members with a statis-

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tical report called "The Truth About Costs in the Independent Sector of Higher Education" and urged them to cite it in making the case for preserving federal student assistance. The association also organized a press conference with four college presidents, who spoke about tuition increases.

The Association of Governing Boards of Universities and Colleges has issued *The Tuition Booklet*, a nine-page explanation of why tuition is rising and why the trend is unlikely to abate over the next few years. Since November the organization's members have purchased about 180,000 copies to distribute to parents, students, faculty members, and alumni.

Reasons Listed

That report lists these reasons for the increases:

- Colleges and universities are attempting to restore the purchasing power of faculty salaries, which increased more slowly than inflation during the 1970's.

- Costs of items such as books, periodicals, and equipment are soaring.

- Colleges are paying a larger share of the costs of scientific equipment because of cuts in federal spending for research-and-development plant expenditures.

- Colleges, like other employers, are paying higher Social Security taxes for their employees.

- Colleges are relying on tuition to cover a larger share of their budgets because federal aid and gift income have not kept pace with rising costs.

In the meantime, colleges that have announced their tuition costs for next fall have tried to point out that their charges are not out of line with their competition and to stress areas where they plan to increase their own spending.

For example, in its announcement that tuition would rise 12 per cent next year, to \$8,133, Santa Clara University officials noted, "Of the 11 private California colleges competing most directly with S.C.U., Santa Clara's tuition rates ranked sixth in 1982-83 and ninth in 1986-87."

Stanford: 'Relatively Constant'

Stanford University, which will increase tuition 6 per cent, to \$11,880, provided a table showing that, during the past decade, Stanford's costs "have remained relatively constant compared to other leading private institutions."

In announcing that tuition will rise 6.5 per cent, to \$12,550, Princeton University officials issued a four-page press release highlighting the areas in which spending will increase beyond inflation.

To help students and parents plan for college costs, some institutions have established programs to freeze tuition rates.

Southeast Missouri State University will not raise tuition for students who prepay their bills. To participate in the plan, students who are Missouri residents pay \$2,420—which represents tuition charges for two years—at the start of the freshman year, and another \$2,420 at the start of the sophomore year. Students have five years in which to complete their studies. Those who leave the university may obtain a refund, without interest.

At Rider College, freshmen and transfer students who sign up for the "Guaranteed Tuition Plan" next year will pay \$7,500 annually. For those who don't want the plan, tuition will be \$7,100, with no guaran-

tee of what future increases will be. The college began the program this year—with the price set at \$6,850—and nearly all of Rider's freshmen opted for it.

Copies of the cost study, "Tuition Increases Since 1970: A Perspective," are available free from the American Council on Education, Office of Public Affairs, One Dupont Circle, Washington 20036.

"The Truth About Costs in the Independent Sector of Higher Education" is available free from the National Institute of Independent Colleges and Universities, 122 C Street, N.W., Suite 750, Washington 20001-2190.

Copies of *The Tuition Booklet* are available for 50 cents each from the Association of Governing Boards, One Dupont Circle, Suite 400, Washington 20036. Contact A.G.B. for bulk rates.

Caution Advised on Prepayments

Continued from Page 29

Pennsylvania, West Virginia, and Wisconsin.

Low. Mississippi, Virginia, and Washington.

Preliminary. Alabama, Arizona, Arkansas, Colorado, Delaware, Kentucky, Louisiana, Minnesota, Nevada, New Hampshire, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee, Texas, Utah, and Vermont.

None. Alaska, Hawaii, Idaho, Kansas, Montana, Nebraska, New Mexico, and South Dakota.

In categorizing the states, the commission warned that because the debate was moving so swiftly, some information might already be out-of-date.

Private-College Unit Backs National Plan

WASHINGTON

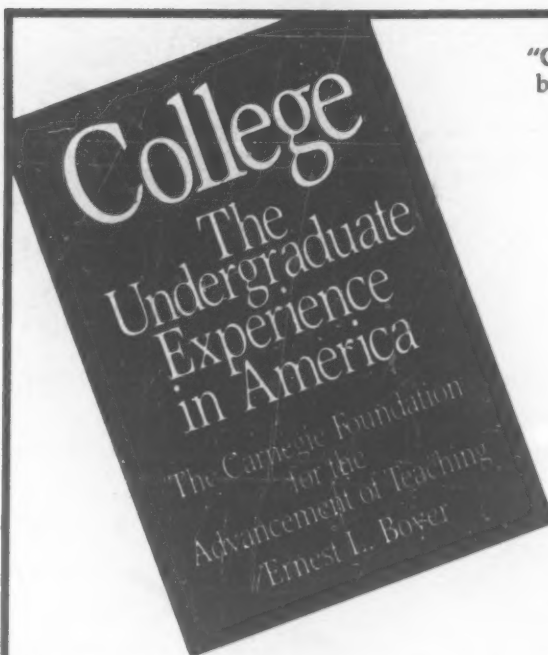
A panel of the National Association of Independent Colleges and Universities has recommended a national prepayment plan for private colleges as an alternative to programs sponsored by states or by individual institutions.

"Such a plan, if properly designed and carefully implemented, could be an important part of a long-term solution to the affordability problem confronting independent higher education," said the panel's report.

Supplement to Existing Aid

A national plan, it said, should supplement, not replace, existing student-aid programs; enhance student choice; provide for portability among institutions; be simple; be easy to implement; be structured to receive "appropriate incentives" from federal and state governments; and be structured to assure the integrity of the funds and a "reasonable allocation" of risk between purchasers and institutions.

The panel, chaired by William J. Moore, president of the Association of Independent California Colleges and Universities, said a national prepayment plan was just one step in making college more affordable. It also urged college officials to restrain tuition increases, seek additional federal and state student aid, and lobby for tax incentives to encourage families to save for college.



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